

## Pacific Commons: New Retail for Fremont

### *You Asked, We Listened*

What's going on in Fremont along Interstate 880 near the Fremont Auto Mall? Lots of excitement - it's the creation of Pacific Commons, a large retail center located at the intersection of Interstate 880 and Auto Mall Parkway!

Pacific Commons will include the following retailers/restaurants (tentative opening dates listed for those not yet open):



***New shopping and dining in Fremont!***

- Circuit City – *Open*
- DSW Shoes – *Open*
- Kohl's – *Open*
- Linens-N-Things – *Open*
- Office Depot – *Open*
- Party America – *Open*
- Hawaiian Islands BBQ – *December*
- Jamba Juice – *December*
- Lowe's Home Improvement – *December*
- Pick Up Stix – *December*
- Premier Pizza – *December*
- Quizno's – *December*
- Rubio's – *December*
- Starbucks – *December*
- Bassett Furniture – *January*
- Cold Stone Creamery – *January*
- Old Navy – *January*
- Washington Mutual – *January*
- Panera Bread – *February*
- Ritz Camera – *February*
- 3 Day Blinds – *March*
- Costco – *March*
- In-N-Out Burger – *March*
- Claim Jumper – *May*

Look for even more stores to open in 2005 – City staff has been working with additional retailers/restaurants and Catellus Development Corporation on the next "wave" of retail coming our way!

## City Wins Prestigious Grant

The City's Human Services Department and Tri-City Elder Coalition's Tri-City Partnership for Older Adults program was selected to receive a \$150,000 grant from The Robert Wood Johnson Foundation through its Community Partnerships for Older Adults national program to improve local services for older adults.

See **Grant for Senior Services**, Page 4

## Utility Users Tax (Measure V) Results

On November 2, Fremont voters considered Measure V, a ballot measure which, if passed by a majority of the electorate (50% + 1), would have established a new utility users tax on the use of: electricity, natural gas, telephone (wired and wireless), cable television (federal regulations currently preclude taxation of satellite television), water, and sewer.

Although the maximum rate for the tax was 6%, the City Council pledged to limit the impact of the tax on Fremont taxpayers by lowering the rate to 4% for the foreseeable future. Monies raised by the tax would have gone into the City's General Fund, 90% of which is spent on police, fire, and maintenance of streets and parks.

Measure V did not pass by a vote of 55.3% to 44.7%. The City Council and City staff will continue to discuss a variety of approaches to closing the City's \$7-9 million budget gap.

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## City Manager's Message



Hello Fremont community!

My name is Fred Diaz. On September 1, the City Council appointed me to be Fremont's seventh City Manager, and I began work on October 11.

I can't begin to tell you what an honor it is for me to serve as Fremont's City Manager. It has long been my dream to work in Fremont—a vibrant, diverse city with involved and engaged residents and businesses, an excellent City staff, and a quality of life that is unparalleled.

For those of you I haven't met yet, I spent the last ten years serving as City Manager in Tracy. Prior to that, I was City Manager for the City of Indio, Assistant City Administrator and Interim Administrator for the City of Azusa, and Assistant to the City Manager for the City of Pico Rivera, where I began my career in local government. My father was once the Mayor of Pico Rivera, so I guess you could say that city government is in my blood. My wife Karen (the City Clerk for the City of Brentwood) and I recently moved to Fremont, and we're looking forward to exploring all that Fremont has to offer—its good schools, beautiful parks, historic neighborhoods, and places to eat and shop.

I have many goals as City Manager, including building a new downtown and recruiting and retaining valued businesses. Perhaps my most important goal, however, is getting to know you, my new neighbors, and finding out how we can work together to ensure that Fremont continues to be a desirable place to live, work, shop, and play. I'm excited about the challenges and opportunities in Fremont and look forward to getting to know my new community.

*Fred*  
Fred Diaz  
City Manager

### Volunteer Income Tax Assistance Program

Volunteers are needed to help low-income families prepare taxes and claim Earned Income Tax Credits. Training will be provided. For more info, contact VITA Coordinator Sumathi Vijayakumar at 574-2290 or via email at [VITA@ci.fremont.ca.us](mailto:VITA@ci.fremont.ca.us).

## Did You Know...?

### Shop Fremont for those Special Gifts

Shop Fremont this Holiday Season! Whether you are looking for a distinctive gift to mark a special occasion or plan to go on an extensive shopping spree, Fremont is the place to shop. Visit our unique business and shopping districts (Centerville, Downtown, Irvington, Mission San Jose, Niles, Pacific Commons, and Warm Springs). Stroll through the stores and shopping centers in your own neighborhood. Shopping in Fremont also helps support the Fremont business community and provides needed revenue for City programs and services.

### Free Gun Locks Available

**"No Questions Asked"**



Is your home safe for the holiday season? Participate in the Fremont Police Department's free gun lock giveaway program and protect your family and others from unnecessary gun related accidents.

Free firearm safety kits, complete with a cable-style gun lock and a firearm safety

brochure are available 7 days a week, 24 hours a day, at the Fremont Police Department located at 2000 Stevenson Boulevard. You can pick up gun lock safety kits - *no questions asked*. The free gun lock giveaway is part of the national Project ChildSafe Initiative, with funding received from a U.S. Department of Justice grant.

When picking up gun locks, it is helpful to know the type of firearm(s) you have, such as a 22 or 25-caliber handgun, a rifle, etc. **Please DO NOT bring guns to the Police Department.**

For further information, contact the Fremont Police Department at 790-6800, or log on to the program's website at [www.projectchildsafegov.org](http://www.projectchildsafegov.org).

### Rent City Facilities for Parties, Meetings

The City offers a variety of facilities to rent for your enjoyment: five community centers, Teen Center, Senior Center, Family Resource Center, Central Park Visitor's Center, Olive Hyde Program Center, Shinn Historic Park and Arboretum, and Vallejo Adobe. For more information, contact the City's Parks and Recreation Department at 494-4600 or visit the City's website at [www.fremont.gov](http://www.fremont.gov).

### City of Fremont

The City Council meets the first, second and fourth Tuesdays of each month at 7:00 p.m. in the City Council Chambers, 3300 Capitol Avenue. (Work sessions are held on the third Tuesday of each month, times vary.) Meetings are broadcast over Cable TV Channel 27.

### City Council

Bob Wasserman, Mayor  
Dominic Dutra, Vice Mayor  
Steve Cho and Bob Wieckowski

### City Manager

Fred Diaz

### Fremont City News

Cheryl Golden, Managing Editor  
*Fremont City News* is printed on recycled paper with soy inks.

### City Address, Phone Number, and Website

3300 Capitol Avenue, P.O. Box 5006, Fremont CA 94537 ~ (510) 284-4000 ~ [www.fremont.gov](http://www.fremont.gov)

# City Hall News

## Retail Development Remains Top Priority

Two years ago the City worked with Thomas Consultants, Development Strategists, on a Fremont Retail Market Assessment and Downtown Retail Strategy Study. Their analysis showed:

- Fremont's retail is largely "convenience" oriented.
- Fremont lacks a "comparison" retail destination.
- Existing retail is not optimally capturing the retail market opportunity.
- There is significant retail sales outflow away from Fremont in excess of \$1.1 billion annually.
- Retail in the Bay Area is concentrated to the north, south and the Peninsula. A retail void exists in our local trade area - presenting retailers with a tremendous opportunity to capture a significant market share.

To address the retail void, the City is focusing on developing its historic business districts, the Downtown, and Pacific Commons. Stay tuned for additional updates in future issues of *City News*.

## Map Modernization Will Improve Flood Hazard Maps



The Federal Emergency Management Agency (FEMA) is updating the nation's flood hazard maps, ultimately making them more accurate, easier to use, and readily available to the public. All flood hazard maps

for Alameda County will be converted from the current paper maps to a digital format and are scheduled for release in Summer 2006. Visit the National Flood Insurance Program's website at [www.floodsmart.gov](http://www.floodsmart.gov), or the City's website at [www.fremont.gov/Construction/HazardZones](http://www.fremont.gov/Construction/HazardZones) for more information.

**Flood Insurance Customer Services:** The City of Fremont, which is participating in the National Flood Insurance Program, was accepted into the Community Rating System (CRS). Fremont was accredited a CRS Class 7 rating, which provides a 15% discount on flood insurance policies for properties in the floodplain. Homeowners, realtors, insurance agents, and others, can request information from the City's Engineering Division which maintains the City's flood maps, provides copies of elevation certificates, and offers flood protection assistance. The Engineering Division is located at 39550 Liberty Street, or available by phone at 494-4718 or via email at [floodinfo@ci.fremont.ca.us](mailto:floodinfo@ci.fremont.ca.us).

## Fire Safety Bond Update

Work continues on implementing the \$51 million Fire Safety Bond measure passed by Fremont voters in 2002.

We are pleased to provide an update of the progress to date on several fire station retrofit, remodeling, and replacement projects:



**Construction at Stevenson Fire Station (#9) began in the summer.**

**Retrofit and remodel seven stations:** Construction began in the summer on two fire stations, and another three stations will begin construction this winter. The last two fire stations are being designed - one will start construction in the first half of 2006 and the other should follow approximately one year later.

**Replace North Fremont Fire Station (#8):** The City acquired a 1-acre vacant lot across from Brookvale Shopping Center and recently approved plans for the station. Construction should start in the second half of next year.

**Replace Centerville Fire Station (#6):** The City is moving ahead with plans to acquire the 2.5-acre property at the corner of Central Avenue and Dusterberry Way that currently serves as a truck center. City staff and architects are starting the design and community engagement process.

**Replace Niles Fire Station (#2):** Staff is evaluating an alternate site at the corner of G Street and Niles Boulevard comprised of a vacant lot and adjacent property to the west. Design will commence following a decision to pursue acquiring the site or staying on the existing site near Second & H streets.

## City's Website: Just a Click Away

Have you visited the City's website lately? Information is available 24 hours a day, 7 days a week about:



- |                |                    |
|----------------|--------------------|
| • Business     | • Events           |
| • City Hall    | • History          |
| • Community    | • Permits          |
| • Construction | • Press Releases   |
| • Current News | • Public Safety    |
| • Employment   | • Recreation       |
| • Environment  | • Visiting Fremont |

**[www.fremont.gov](http://www.fremont.gov)**

# Our Community

## Fremont Wins Prestigious Grant for Senior Services *Funds to Help Community Plan for Upcoming "Age Wave"*



*Grant monies will assist organizations providing services to the elderly, particularly in the City's many cultural/ethnic communities.*



And the winner is ... Fremont!

The Robert Wood Johnson Foundation, the largest philanthropy devoted exclusively to health and health care in the United States, recently announced that the City's Human Services Department and the Tri-City Elders Coalition (TCEC) would receive a \$150,000 planning grant through the Foundation's Community Partnerships for Older Adults program.

The money will be used to develop a plan to strengthen systems for elder care in the Tri-Cities area. A primary goal of the plan is to build the capacity of the many informal organizations in the community providing services to the elderly, particularly in the City's many cultural/ethnic communities. After the 18-month planning period, the City and TCEC will be eligible to apply for an additional \$750,000 over four years to put the plan into action.

The City/TCEC proposal was one of only eleven to receive this prestigious grant award, out of 486 applications from across the country.

"The local elder population will grow and become increasingly diverse as 'Baby Boomers' retire," said Mary Anne Mendall, Aging and Family Services Administrator for the City of Fremont. "This grant is an incredible opportunity to develop a roadmap so when the age wave hits, we are ready. The best approach to address the growing number of older adults is one that engages all sectors of the community, not just government. It should also value the wisdom and experience that elders have to offer."

The City's Human Services Department has long been recognized for the quality of its programs and its close collaboration with community organizations. The City has partnered with TCEC—a consortium of local service providers and policymakers—on many programs benefitting Tri-City seniors.

For more information about the many human services programs offered in Fremont, please visit the City's website at [www.fremont.gov/CityHall/Departments/HumanServices](http://www.fremont.gov/CityHall/Departments/HumanServices) or call 574-2050.

## Childhood/Adolescent Depression on the Rise

### *City Programs Available to Assist*

Childhood/adolescent depression has been in the news lately, and with good reason. According to the National Mental Health Association, as many as one in eight adolescents may suffer from depression. All kids feel "blue" from time to time, but when these feelings persist and begin to interfere with a child's ability to function in daily life, clinical depression could be the cause. Here are a few of the symptoms to look for if you are concerned your child may be suffering from this treatable illness:

- Missed school or poor school performance.
- Changes in eating or sleeping habits.
- Withdrawal from friends and activities once enjoyed.
- Persistent sadness and hopelessness.
- Poor self-esteem or guilt.
- Anger and rage.
- Drug and/or alcohol abuse.
- Thoughts of death or suicide.



Diagnosing depression in young people can literally mean the difference between life and death. The risk of suicide is 30 times higher for those with clinical depression than the general population. Suicide is the third leading cause of death for 15-24 year-olds, and the sixth leading cause of death for 5-14 year-olds.

If you suspect your child suffers from depression, help is available. The City of Fremont's Human Services Department (Youth and Family Services Division) has a staff of mental health professionals who can assess your child and make referrals where necessary. Fees are on a sliding scale based on ability to pay, and most major insurance is accepted. To make an appointment, please call 574-2100.

Additional information for parents is available on many websites, including the National Mental Health Association at [www.nmha.org](http://www.nmha.org) and the American Academy of Child & Adolescent Psychiatry at [www.aacap.org](http://www.aacap.org).

# Neighborhoods

## Redevelopment Project Moving Forward



*Artist's rendering of the Centerville Unified Site project.*

The Centerville Unified Site project, located on Fremont Boulevard between Bonde Way and Thornton Avenue, received a "green light" from the Fremont City Council, acting as the Redevelopment Agency Board, on September 28, 2004. The project, proposed by Charter Development in partnership with the Redevelopment Agency, includes construction of 58,000 square feet of new retail and restaurants along with 110 townhome-style condominiums.

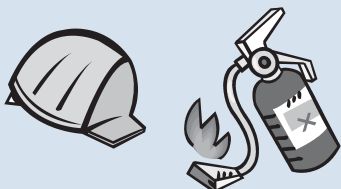
Key features of the project include a new curved street with a large central plaza connecting Fremont Boulevard to Post Street. Outdoor seating will be encouraged in the plaza which will contain a glass topped pavilion and a large fountain.

The key to the development's success will be providing a variety of high quality retailers. Charter Development, the project's developer, has four restaurants interested in anchoring the new center, each representing a different international cuisine: Ray's Sushi (a Japanese seafood restaurant presently located in Hayward), Milano Ristorante (serving innovative Northern Italian cuisine with restaurants in Oakland, Walnut Creek, Emeryville and Tiburon), Tamarine (a Vietnamese Asian-fusion style restaurant currently in Palo Alto), and Hong Kong Flower Lounge (a Chinese/dim sum restaurant located in Millbrae). Joining the restaurants will be Scenario Game and Hobby, presently located on the Centerville Unified Site.

City staff is currently working on the contract, which will outline the responsibilities of the Developer and Redevelopment Agency, to ensure the center is constructed as proposed. The contract is expected to move forward to the Redevelopment Agency Board by March of 2005. If approved, construction should be completed and the site open for business by the Fall of 2007.

If you have any questions about this project, or want additional information about the Centerville Redevelopment Area, please contact Redevelopment Project Manager Jennifer Andersen at [jandersen@ci.fremont.ca.us](mailto:jandersen@ci.fremont.ca.us) or 494-4518.

### Sign Up for Personal Emergency Preparedness Presentations



Learn about making yourself, your family, and your home safer by scheduling a fun and informative presentation. The presentation is suitable for small groups such as churches or social clubs. Contact Chuck Guaraglia at 792-3473 to schedule a presentation.

## Holiday Safety Tips

Each year during the holiday season fires injure 2,000 people in the United States and cause over \$500 million dollars in damage. By following these holiday safety tips you can help keep your family and home fire-safe:

### Candles

Do not leave burning candles unattended, or place them near flammable materials. Ensure objects such as curtains or loose materials will not blow near the flame. Make sure candles are in a secure place where children or pets won't knock them over. Put candles in a non-tip candleholder before you light them. Make sure all candles are extinguished before you leave the home or office, and before going to bed.



### Kitchen

During the holidays much time is spent preparing food, so it's critical to take precautions in the kitchen. Be sure to keep pot handles and electrical appliance cords out of the reach of children. Put a lid on a pot or pan to extinguish a food or grease fire; in the event of an oven fire, turn off the heat and close the oven door.



### Lights

Make sure all indoor and outdoor holiday lights bear the mark of an independent testing laboratory. Throw away any set with cracked lights, frayed cords, or loose or damaged plugs/sockets. Don't overload electrical outlets or run extension cords under carpets, across doorways, or near heaters. Be sure extension cords aren't pinched behind or under furniture, and unplug all decorative lights before leaving your home or going to bed. Never run extension cords across lawns, driveways, or traffic areas. Power for all outdoor lighting should be supplied by permanent weatherproof wiring installed by a professional electrician.

In the event an emergency does occur, please call 9-1-1.

# e n v i r o n m e n t

## Burning Wood Produces Pollutants



Winter is here, bringing rain and cold temperatures. The next time you consider throwing a log in the fireplace, keep in mind burning wood produces air pollutants

such as carbon monoxide, nitrogen dioxide and dioxin that are hazardous for you, your family and your neighbors.

Here are simple steps you can take to reduce wood smoke pollution:

- Do not burn wood.
- Decrease the amount you burn.
- Switch to a gas fireplace or insert.

For more information on how to reduce wood smoke pollution, order your copy of the Woodburning Handbook by calling the Bay Area Air Quality Management District at 1-800-HELP-AIR or visit [www.sparetheair.org](http://www.sparetheair.org) or [www.baaqmd.gov](http://www.baaqmd.gov).

## Upgrading Your Fireplace Can Help Reduce Pollutants

If you have future plans to build a new home or remodel an existing one, keep in mind the City of Fremont passed a woodburning fireplace ordinance that applies to new housing construction and additions, replacements or remodels of existing woodburning fireplaces. For more information, visit the City's website at [www.fremont.gov/Environment/AirQuality/WoodBurningFireplaces](http://www.fremont.gov/Environment/AirQuality/WoodBurningFireplaces).

## Help Stop Illegal Dumping

Any person or contractor who is found illegally dumping materials within the city of Fremont may be fined or prosecuted. If you witness any dumping of material such as *soil, concrete, pool*

*water, and yardwaste*, please call the City's Environmental Hotline at 494-4580. If you suspect the material may be hazardous (such as *paint and pesticides*) or is an unknown substance, please call 9-1-1. Thank you for helping to keep Fremont clean and safe.



## Holiday Waste: To Recycle or Not To Recycle?

Here's a quick look at some typical holiday items that *can* and *cannot* go in your recycling cart:

**YES:** Wrapping paper, wrapping tissue, paper-based packing material, and cardboard boxes. If you find yourself with more cardboard than fits in your recycling cart during the holidays, please follow these steps: 1. First, loosely place as much cardboard in your recycling cart as possible without packing it too tightly. 2. Then, place out any extra flattened cardboard (cut or torn into 3' x 3' sections) by stacking it against the recycling cart(s), so that it is clearly visible (cardboard should be positioned upright against the carts). Please do not block access to carts, pathways, or streets.

**NO:** Bows, ribbons, plastic/foam packing material, molded plastic packaging. (These items can either be reused or placed in the garbage container.)

If you have any questions about recycling cardboard or any other items this holiday season, call BFI at 657-3500.

## Holiday Food Scraps Today Equals Compost Tomorrow

This year, if you have extra food left over after you've prepared and eaten your holiday meals, why not give the Earth a present! You can place food scraps (*vegetables, meat, bones, etc.*) and food-soiled paper (*pizza boxes, napkins, paper towels, etc.*) in your green organics cart. After it is picked up by BFI, it will be turned into valuable compost and given away in the spring at Fremont's Compost Give Away event. For more information on this program, call BFI at 657-3500 or visit the City's website at

[www.fremont.gov/Environment](http://www.fremont.gov/Environment).

## New Online Registration for Environmental Volunteer Opportunities

Looking to earn community service hours, scout credits or interested in volunteering? Now you can enroll online to volunteer at a creek cleanup or to stencil a storm drain by visiting the City's website at [www.fremont.gov/Environment/CurrentNews](http://www.fremont.gov/Environment/CurrentNews). Check it out!



*Enroll online to stencil a storm drain.*

# t a l s e r v i c e s

## Easy Recycling for Your Holiday Tree

Each year Fremont residents buy thousands of holiday trees that might end up in landfills if they are not properly recycled. Cut, live trees including those with flocking or fire-retardant are recyclable if they are free of all decorations, tinsel, nails, and tree stands (including the wooden kind, nailed to the bottom of the trunk).

There are three different ways you can recycle your cut holiday tree in Fremont:

### 1. BFI Curbside Pick-up Service

**Who:** Fremont residents who have curbside recycling and garbage service with BFI.

**When:** December 27, 2004 through January 7, 2005 on your scheduled collection day.

**Cost:** There is no extra charge for this service.

**How:** No need to call to request this service — just leave your tree out using one of the following methods:

#### A. Green Organics Cart

- Cut recyclable tree so pieces fit loosely in your organics cart with the lid closed.
- Place the cart at the curb on your scheduled collection day.

#### B. Gutter

- If your tree is less than six feet in length, place the whole tree in the gutter on your collection day.
- If your tree is over six feet in length, cut the tree in half and place both halves in the gutter on your collection day.
- Please make sure the tree is in the gutter, not on the sidewalk.

#### C. Garbage Cart

*(Please use this only as the last option. Recycle your tree first, if possible.)*

- For a non-recyclable tree, please cut it up so pieces fit loosely in your garbage cart with the lid closed.
- Place the cart at the curb on your scheduled collection day.

If you have any questions, please call BFI at 657-3500.

### 2. Drop-off at BFI Customer Service Center

**Who:** All Fremont residents (whether you have curbside service or not).

**When:** December 27, 2004 through January 7, 2005 (Monday to Friday, 8:00 a.m. to 5:00 p.m.) and January 8, 2005 (one Saturday only, 8:00 a.m. to 2:00 p.m.)

**Cost:** Recyclable trees may be dropped off for free; there is a \$5 charge to drop off a non-recyclable tree.

**How:** Take your holiday tree to the BFI Customer Service Center located at 42600 Boyce Road in Fremont. If you have any questions, please call BFI at 657-3500.

### 3. Boy Scouts of America Pick-up Service

**Who:** All Fremont residents.

**When:** Saturday, January 8, 2005 (one day only, 8:00 a.m. to 3:00 p.m.)

**Cost:** \$5 for recyclable trees, \$10 for non-recyclable trees.

**How:** Please make arrangements (see information below) with the Boy Scouts to have your tree picked up outside your residence (apartments included). All pick-up orders must be placed by **Wednesday, January 5, 2005** using one of the following methods:

#### A. Mail in the coupon below.

**B. Call the City's Environmental Services Hotline to leave a phone registration message at 494-4580. The recorded message will prompt you for the necessary information.**

If you choose to have the Boy Scouts pick up your tree, please do not place it anywhere near the gutter or on the sidewalk. Instead, place your tree on your lawn, driveway or other designated outdoor area (visible from the street) that you arrange with the Boy Scouts.



Holiday Tree Recycling information is also available on the City's website at [www.fremont.gov/Environment](http://www.fremont.gov/Environment).



### Coupon for Boy Scout Pick-up *(cut along dotted line)*

**IMPORTANT:** Please include all information requested on the coupon.

Mail coupon to: BSA Holiday Trees, Mike Whittaker, 2356 Night Shade Lane, Fremont, CA 94539

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Nearest Cross Street: \_\_\_\_\_

Apt. No. \_\_\_\_\_ (if applicable) Phone: \_\_\_\_\_

Location of Tree: \_\_\_\_\_

Make check or money order payable to:  
Boy Scouts of America and mark the following:

☐ \$5.00 recyclable tree

or

☐ \$10.00 non-recyclable tree

